

EASTER



The word "Easter" conveys more than any of the words that appear in the advertising dictionary throughout the various seasons. Christmas, Thanksgiving, 4th of July, St. Patrick's Day, etc., etc., appear and disappear with more or less significance. But the word "Easter" in connection with merchandising arouses an enthusiasm that is second to none. Easter is the established time when the fashionable world dons its spring garb and to be behind the fashions at Easter is well nigh unpardonable. This brief introductory leads up to what we want to tell you—beginning Monday, our Easter exhibit of correct fashions will be found to be the most comprehensive display of new spring merchandise to be seen in El Paso. Every department brings forth its best. Among the many other inducements offered, we have selected extra specials for Monday—both with reference to every day and Easter needs.

Silk Dresses

The majority of El Paso women will select what is needed for Easter next week and the choice of many will be a silk dress. Our showing of silk dresses is strikingly large and varied, including every style and shade of the season.

Extra Special for Monday

Dresses Worth to \$20.00 for \$15.00

Handsome one-piece silk dresses. Made of pongee, fancy foulards and two-toned taffeta. Most of these dresses would sell regularly at \$20.00, some at \$18.50. Extra Special Monday \$15.00.

Silk Dresses at \$24.50

We make a specialty of \$24.50 silk dresses just as we make a specialty of \$23.95 tailored suits. The dresses we show at \$24.50—of pongee, taffeta, foulard and messaline—can't be duplicated in El Paso for anywhere near the price.

Extra Special for Monday

Dresses Worth \$16.50 for \$11.48

Just 25 dresses here. Made of messaline, foulard and two-toned taffeta. Trimmed in net, lace and braids. Just 25 dresses—for 25 lucky women. Regular prices range to \$16.50; Extra Special Monday \$11.48.

EXTRA SPECIAL FOR MONDAY

\$2.00 Sewing Silk Veils \$1.23

Serviceable Sewing Silk Veils, full sized, with satin border, worth to \$2.00, come in all the pretty spring shades; Monday, in the Millinery Section..... **\$1.23**

EXTRA SPECIAL FOR MONDAY

35c Embroidered Hose 19c

Women's Fine Black, Cotton Gauze Hose daintily embroidered across the instep, sell regularly 35c a pair; Extra Special Monday in the Hosiery Section..... **19c**

Extra Special for Monday

12-1-2c VAL LACE 5c A YARD

German and French Val Laces—edgings and insertions, also, some matched sets. Different widths, hundreds of beautiful designs. Sell regularly up to 12-1-2c a yard; Extra Special Monday, in the Lace Section..... **5c**

Extra Special for Monday

\$1.50 SILK HOSE 99c

Women's All Silk Hose in all the new spring shades to match the new Easter gowns. We consider these hose good values at \$1.50 a pair; Extra Special Monday, in the Hosiery Section..... **99c** (2 pair to a customer)

Extra Special for Monday

\$1.25 FANCY NETTINGS 55c YARD

42-inch Fancy Nettings for trimming evening dresses and dainty waists, come in all sorts of designs and a great variety of colors, sell regularly \$1.25 a yard; Extra Special Monday, in the Trimmings Section..... **55c**

Extra Special for Monday

MEN'S LINEN HANDKERCHIEFS 10c

Men's Hemstitched Handkerchiefs, made of a nice grade of linen, are an Extra Special Monday, in the Handkerchief Section..... **10c**

Extra Special for Monday

25c LISLE FINISHED VESTS 19c

Women's Lisle finished, cotton ribbed Summer Vests with silk taped neck and shoulder straps, worth 25c; Extra Special Monday..... **19c**

Extra Special for Monday

\$2.00 CHIFFON VEILS \$1.48

36x72 Hemstitched Chiffon Veils in black, white and all the season's shades, worth \$2.00; Extra Special Monday, in the Millinery Section..... **\$1.48**

Tailored Suits

Exclusive style, high quality material, perfect fit—we can give you all three in a suit at a nominal price. At \$23.95 we offer a range of suits not equaled elsewhere in El Paso and far superior to any similar line offered by us during any previous season. We can show you suits for less than \$23.95 and suits for more, but in a suit at a nominal price we are very proud of this \$23.95 line.

Extra Special for Monday

SUITS WORTH TO \$23.50 FOR \$15.00

These are suits for small women and the high school girls. We purchased these in quantity and obtained a considerable price concession. They are made of plain and fancy panamas, plain and striped serges. They are stylish, well tailored suits that are worth up to \$23.50; Extra Special Monday \$15.00.

MOTOR COATS should receive a tiny bit of your attention next week. We are showing motor coats of rajah, fancy serges, English sackings, heavy linen and the novelty black and white materials.

Women's White Frocks

Everything for Easter and Every Day

If you haven't time for anything more, see the display of Women's White Dresses next week. It comprises everything—from the prim, tailored dress for morning wear to the most wonderful embroidery covered models that suggest garden parties and while brimmed flower covered hats and all manner of delightful summer festivals.

SILK PETTICOATS are featured next week. The dainty Easter gown should be worn over equally as dainty a petticoat. We will show fancy silk petticoats as well as all the solid shades.

Easter Parasols

Have you seen our showing of summer parasols yet? It's worth seeing. A pretty, well chosen parasol adds immeasurably to a woman's charm. We mention particularly today—

PONGEE PARASOLS, both the plain and the ones with fancy border, at \$2.95 to \$12.00.

BLACK AND WHITE CHECKED PARASOLS all the season's novelty, at \$3.95 to \$9.50.

SILK POPLIN PARASOLS, in plain colors, with mission finished handles, that are special Monday at \$3.45.

CHILDREN'S PARASOLS of every imaginable kind.

2 Xtra Specials--Monday

\$1.00 BROOCHES FOR 25c

Dainty Brooches, a great assortment of them, you'll need them a little later on for your Dutch collars, they're worth to \$1.50 apiece; Extra Special Monday, in the Jewelry Section..... **25c**

NEW BARRETTES, CHOICE FOR 25c

All kinds of new Barrettes, both plain and carved, will be specially displayed Monday, in the Jewelry Section, choice for..... **25c**

Neckwear

Some New Arrivals

New arrivals continue to make the Neckwear Section one of the most interesting in the store. First showing will be made next week of many new things, including collar and jabot sets of crocheted lace, collars combining linen and Irish crochet, Dutch collars of Irish lace and square lace collars.

NOTE—Among the 25c Neckwear we call special attention to the Ribbon Roses. They are made of satin ribbon in pink, red and all the other "rose" colors and are wonderfully pretty.

Some Inexpensive Wash Fabrics

INDIANHEAD 15c

33-inch Indianhead—for boys' summer suits and women's shirt waist suits—come in solid colors, checks and stripes in pinks, tans, blues, lavenders, greens and browns. Only 15c a yard.

BATISTE AND DIMITY 15c

Batiste and Dimity—two dainty fabrics for spring and summer dresses for women and little girls—27 inches wide, in dots, stripes, checks, floral and many other patterns—only 15c a yard.

15c INDIA LINON 10c

The regular 15c India Linon will be sold Monday at, per yard 10c.

75c WHITE LINEN 45c

White Linen, yard wide, in light and heavy weights, for tailored waists and separate skirts, worth up to 75c a yard; special Monday at 45c.

15c GLASGOW LINENE 12-1-2c

Glasgow Linene suitable for women's and children's suits—also, it makes lovely dresser scarfs—sells regularly 15c a yard; special Monday 12-1-2c.

25c UNION LINEN 15c

27-inch Union Linen in blue, tan, pink, brown and Copenhagen blue—for boys' suits, little girls' dresses and women's shirt waist suits. Sells regularly to 25c a yard; special Monday 15c.



Easter Millinery

The enthusiastic response that has been accorded our showing of Millinery is indeed gratifying. While previous displays have been more comprehensive, it remains for the Millinery Section to rise to the highest point of magnificence next week.

Featuring Dress Hats

Imported models, from famous Parisian milliners, in addition to the best that America produces form the most important feature in next week's millinery display. It is impossible to convey an adequate idea of what the Millinery Section holds in store for visitors here next week.

Beautiful millinery for the little folks forms no small part of our present showing.

A Cordial Invitation is Extended Out-of-Town People to Take Advantage, Either in Person or by Mail, of Our Unequaled Spring Offerings.

Calisher's

J. Calisher Dry Goods Co. (Incorporated)

"EL PASO'S STORE OF QUALITY"

Waists—All Wanted Styles

The waist showing next week is worth coming to see. We call attention to some of the novelties that we consider most worthy your inspection.

SILK MULL WAISTS in black and dark gray, trimmed with self color lace and finished down the front with accordion pleated frill; \$2.50.

HAND EMBROIDERED MULL WAISTS—Far more beautiful than words can express. You must come and see them; \$3.75.

TAILORED PONGEE WAISTS—You will want at least one of these. Offered in dark gray and natural. Every woman knows the feeling—getting dressed for a hasty trip down town she finds all her white waists in the wash and has literally nothing to wear. One of these pongee waists would save the day. Only \$3.95.

HAND EMBROIDERED BATISTE WAISTS. Most of them are pure white but some have just a touch of color. \$2.50 to \$15.00.

Extra Special for Monday

\$2.50 LINGERIE WAISTS \$1.23

Women's Lingerie Waists, 1910 styles, made of mull and silk finished batiste, beautifully trimmed in lace and embroidery, worth to \$2.50, all sizes in the lot; Extra Special Monday, in the Ready-to-Wear Section, \$1.23.

Extra Special for Monday

"FOWNES" SILK GLOVES 50c PAIR

The famous "Fownes" Silk Gloves, two-clasp, made of an imported Italian silk with double tipped fingers. Offered Monday in lavender, violet, rose, alabaster, tan, pongee, pink, wisteria, French blue and many other shades; a pair..... **50c**

Extra Special for Monday

25c SILK LISLE HOSE 18c

Children's Ribbed Extra Fine Silk Lisle Hose, fast black, worth 25c a pair; Extra Special Monday, in the Hosiery Section..... **18c**

Spring Silks

SATIN STRIPE CREPE DE CHENE, for Easter gowns. Come in black, white, golden brown and all the light shades; \$1.00 a yard.

PONGEES—Imported and Domestic Pongees, Rajahs, and Satin Mourajahs, in the natural color, 75c to \$2.50 a yard.

TULA SILK, 27 inches wide, high luster, a beautiful silk for Easter wearables. All colors, \$1.00 a yard.

TRIMMINGS—A word about trimmings is not out of place just here. In addition to laces, we call your attention to the Imported Hand Crocheted Bands, the Persian Bands and Gold Bands, the Garnitures, Appliques and Nettings.

Extra Special for Monday

\$1.50 BLACK TAFFETA \$1.19

Yard Wide Black Chiffon Taffeta, has high luster, sells ordinarily \$1.50 a yard; Extra Special Monday, in the Silk Section..... **\$1.19**

(10 yard limit)

Extra Special for Monday

69c MUSLIN GOWNS 45c

Children's Gowns, made of a nice quality muslin, cut full length and generous width, prettily trimmed with lace and embroidery, some high necked, some low, worth up to 69c; Extra Special Monday, in the Muslin Underwear Section..... **45c**

Hosiery

In Spring Shades

PRETTY HOSE, like nice gloves, finish off a costume. The gown may be a Paris creation, the hat as handsome as you like—unless the gloves, hose and other accessories have been carefully chosen, the general effect is not a success. We are showing women's hose—both silk and lisle—in all the spring shades.

THE CALISHER SPECIAL—In black hose for ordinary every day wear we recommend "The Calisher Special." It's a full fashioned, silk lisle gauze hose with double heels, toes, soles and garter tops; 35c a pair, 3 pair \$1.00.

Gloves

Extra Special for Monday

\$1.75 SUEDE GLOVES \$1.39

Two-clasp Imported Suede Gloves in all the staple colors, worth to \$1.75 a pair; Extra Special Monday \$1.39.

"Fownes" wrist length Silk Gloves 75c, \$1.00 and \$1.50 a pair.

Extra Special for Monday

50c LISLE GLOVES 38c

Wrist length Lisle Gloves in tan, blue, brown and gray. Regular price is 50c a pair. We want to close them out Monday so give you choice at 38c.

Long Gloves—both kid and silk—in all colors and, of course, black and white.

\$1.50 GAUNTLET GLOVES \$1.19

Coldskin Gauntlet Gloves for driving. Worth to \$1.50 a pair; special Monday and Tuesday \$1.19.

Extra Special for Monday

\$2.00 UNDERMUSLINS 95c

A great assortment of Women's Muslin Underwear—corset covers, drawers, chemise, skirts, gowns and combination suits. They're fresh, crisp garments daintily trimmed; worth regularly to \$2.00; Extra Special Monday, in the Muslin Underwear Section..... **95c**

The Store of Quality

